

9:00—Grand Organ and familiar songs.
11:05—Brass set; Chimes at stroke
of noon.
5:15—Grand Organ and familiar songs.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

"All's Well That Ends Well" Surely Applies to This Closing Year

It Was a Gray-Headed Old Man Who Stopped Saturday

to say, "I like your four-faced store on four big streets to let me in and out.

"I like your four-square way of treating your customers. I feel I would like to say to you that your four-fold spirit for so many years in striving for fair dealing in store life has been of benefit to me and my friends.

"For that reason I and my friends and neighbors in our part of the country pretty much all deal here with you, and I am giving you this as a Christmas present from myself and my neighbors, with our best wishes."

Dear old grandfatherish country man!

We are awfully "obleged" to you for such a Christmas present as your good words bring. To know that you believe in us and are with us will nerve us to try harder than ever.

[Signed] *John Wanamaker*

Dec. 30, 1918.

Satin Duvetyne at \$5 Is a Case of Quantity

There being too little of it and too few colors for it to be given the present-day price, which is half again as much.

The quality is really beautiful. One side is satin and the other duvetyne, which, as women know, makes the most graceful draperies.

Only in brown, taupe and two shades of blue, all 39 inches wide.

We suggest this handsome material for afternoon gowns, street costumes and for wraps.

(First Floor, Chestnut)

Lovely Velvet Gowns Reduced—Now \$50 to \$100

These are the most distinguished of all the velvet gowns in the Fashion Salons—fine novelties, as picturesque in cut as they are rich in color. The shades of dark blue, hunter's green and brown would be a joy to an artist; and, of course, there is a goodly number of black gowns. Occasionally the velvet depth of color is lightened by a flash of metal brocade or—at the neck—a cord of bright colored silk.

Some of the gowns are of chiffon velvet.

(First Floor, Central)

About 150 Fine Wool Coats for Women Are Now \$25 to \$57.50

There is absolutely no fur trimming about them or any other kind of trimming, so that the entire value is in the good all-wool cloths and silk linings and the excellent tailoring.

Warm frieze of two-tones, velours, broadcloths, burellas and bolivis are the fabrics, and there is quite a variety of styles, some being with and some without belts.

(First Floor, Central)

Young Women's Frocks for New Year Parties—\$25 and \$30

Specials at both prices, for it is unusual to get such dresses for these prices!

Lovely little dresses they are, of glistening satins and taffetas, of airy nets, in white and such lovely colors as the new flame, turquoise and flesh.

Made in delightful new fashions, all fresh and dainty—and ever so many styles from which to choose. 14 to 20 year sizes.

(Second Floor, Chestnut)

Women With Fur and Cloth Coats Are Asking for Plaid Skirts—

and they are the ones who will like to know about these extremely good-looking new plaid skirts which have just come in.

One model is of a pretty blue and tan plaid velour finished worsted. It is a full box-pleated style, has slashed pockets and is finished with a wide girdle. \$22.50.

Of black and white prunella cloth is another skirt which has a broad panel back and front and pleats at the side. This has pockets and wide girdle and is \$19.50.

(First Floor, Central)

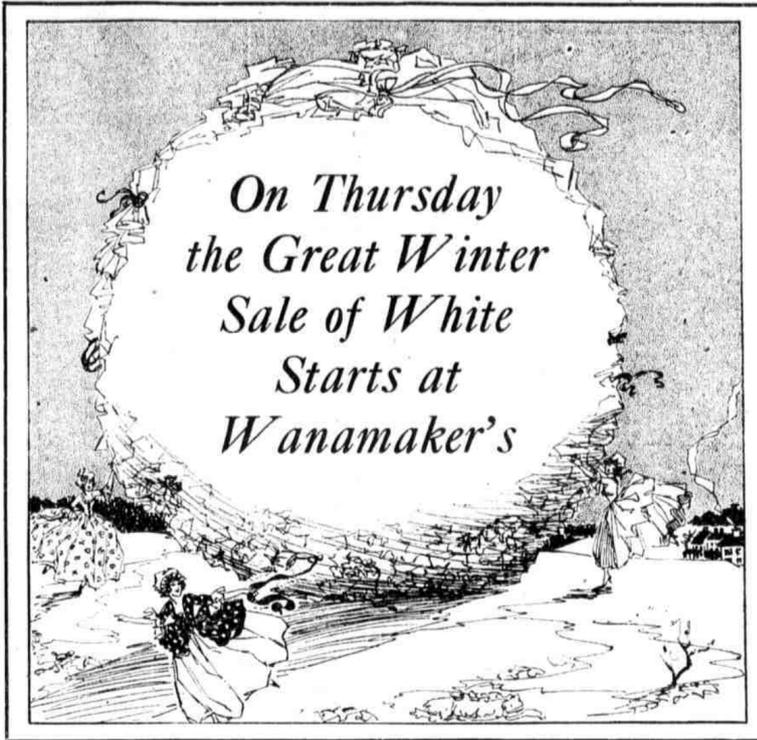
Fine All-Wool Velours Special at \$2.50 a Yard

But only in three shades—dark blue, dark green and a pretty heather mixture.

It is 54 inches wide and such a nice quality velour for this price that we don't know where anybody could find a better or even as good.

In a weight for coats for women or children and for women's suits and skirts. (By the way, we are calling many velours for skirts this Winter.)

(Next Floor, Chestnut)



FINE NEGLIGEEES

The French Room still has plenty of cozy and pretty warm things—French flannel, albatross, quilted satin and chiffon velvet among them. And the Winter is still ahead.

(Third Floor, Chestnut)

WOMEN'S 25c HANDKERCHIEFS, WITH ONE CORNER EMBROIDERED

They are of sheer and spotless linen, Irish, of course, and in one corner of each little square there's a dainty bit of needlework—all hand done. They make the handkerchiefs more attractive, to many women's notions.

And another good style, also of sheer Irish linen, is the handkerchief with a tiny lace edge.

Both kinds are 25c apiece.

(Main Floor, Central)

THIS IS SWEATER TIME FOR LITTLE FOLK

And here are the sweaters—warm and cozy affairs in pretty colors and good styles for Winter wear.

At \$5 are knit sweaters in a pretty garnet shade.

At \$6 are other sweaters in rose, Copenhagen blue or khaki.

At \$6.50 are sweaters in rose or Copenhagen blue, and with sailor collars.

All have pockets and some have belts, and all are in 30 to 36 inch sizes.

(Third Floor, Chestnut)

Fine Fur Caps for Men, Women and Children

All made of carefully selected furs, true to name and trustworthy.

The men's caps include Hudson seal (dyed muskrat), sheared coney, sealine, real seal and other furs, and are \$7 to \$60.

The women's caps include unplucked coney, sealine, Hudson seal (dyed muskrat), racoon and muskrat, and some beautiful combinations of Hudson seal with tops of chipmunk, kolinsky, ermine, krimmer and summer ermine. Prices are \$8.50 to \$30.

The children's caps are of coney, sealine, natural and taupe nutria, and are \$2 to \$16.50.

(Main Floor, Market)

MEN

Men Who Want Velour Hats for New Year's Day

will find the best assortment in this store. The velour is exceptionally soft and lustrous and the shapes are all good. Prices go gradually from \$6 to \$18. The \$18 hat is a beauty.

(Main Floor, Market)

Summer Socks Just Off the Steamer From France

In good time for men planning to go South we have received a small lot of the finest French lisle half hose we have seen for years. They have been very scarce.

At \$3 they have grounds of black, white, navy, tan, gray and purple with five-cord clocks of contrasting color.

At \$3.50 they have grounds of white, navy, tan, gray and purple with vertical silk stripes. They will not be here long.

(Main Floor, Market)

At \$4.65 These Men's Shoes Are Under Today's Cost of Making

Any man who wants a stout, practical shoe, with wide toes, wide shanks and low, broad heels—a shoe for comfort and extra hard wear—will do well to stock up on these.

One style is blucher lace of plump, black boarded leather with heavy soles. Another is a plump, dark brown grained leather blucher with heavy soles.

The third is also a plump, dark brown grained leather blucher, but this has medium-weight soles.

Uncommonly special at \$4.65.

(Main Floor, Market)

WOMEN'S ENVELOPE BOOKS OF AUTO LEATHER

An excellent assortment of these smart books in various shapes and sizes, some with metal mountings and all silk lined.

Most of them have inner compartments and purse and mirror.

Price, \$5 to \$15.

(Main Floor, Chestnut)

USEFUL LACE REMNANTS A THIRD TO A HALF LESS

Not only laces, however, but lengths of nets and chiffons, such pieces as women find most necessary in dress-making or in remodeling gowns.

(East Aisle)

WOMEN'S COMBINATION SUITS, EXTRA-SIZE "SECONDS," SPECIAL AT \$2.50

These suits are of a good grade of merino in a weight much called for just now.

One style is low neck, sleeveless and ankle length.

The other has Dutch neck and elbow sleeves and is ankle length.

The trifling imperfections will not affect the wear.

(First Floor, Market)

For the Woman Who Wears All-Black

The Little Salon of Mourning Apparel has some very refined and attractive black dresses of crepe de chine and Georgette; some Georgette blouses and fine neck-wear.

(Third Floor, Central)

New "Willard" Clocks Reminiscent of Colonial Days

"Picture clocks" some people call them because of the quaint scenes and decorations on the cases. You have no idea until you see them what a decorative value these clocks have or how well they fit into Colonial surroundings.

As for time keeping, they have the reliable Waltham movement, with a weight, and they are eight-day clocks. The cases are either solid mahogany or gold leaf covered, \$80 to \$115.

Other "Willard" clocks with thirty-day movement in mahogany-finished cases with pictures of Mount Vernon are \$31, and the smaller size "banjo" clocks, \$9 to \$15.

(Jewelry Store, Chestnut and Thirteenth)



Daybeds in a Special Disposal

Hardly anything in furniture combines utility and elegance in a greater degree than a daybed, provided that it is a daybed of quality. Our furniture stock is remarkable for the large variety of daybeds comprised in it, and we are now making a disposal of a number of these pieces at a reduction of about

one-third from our regular prices.

\$20 for an ivory enamel and cane daybed, Louis XVI style, no spring included.

\$30 for a Windsor head and foot daybed, including cretonne-covered spring and cushion.

\$52 for a daybed that is a reproduction of an old trunk-bed.

(Fifth Floor)

\$56 for a brown birch daybed with cretonne-covered spring.

\$70 for a quaint-looking daybed with an enameled frame.

\$87 for a daybed with curved head and foot and an all-steel spring covered in cretonne.

The Woman Who Insisted on a "Magnificent" Piano Was Right

An English periodical not so long ago published a rather good piano joke. A salesman in a piano store asked Mrs. Profitteer if she wanted a grand piano.

"Indeed," she replied, "I want a magnificent piano!"

And, after all, who doesn't want a magnificent piano? Why should any one, in purchasing anything as important as a piano, something that should be a companion for life, be satisfied with anything less than a magnificent piano?

Ampico Reproducing Pianos and Grand Pianos That Are All Magnificent

are here in the Wanamaker Store for your New Year selection. They comprise what is far and away the most notable assemblage of pianos, player-pianos and reproducing pianos in Philadelphia, and none of them is to be had elsewhere in this city. These are their famous names—

Chickering
Schomacker
Emerson

Haines Bros.
Lindeman
Marshall and Wendell
and the celebrated Knabe

You will find the Ampico reproducing piano associated with the Chickering, Schomacker, Haines Brothers, Marshall and Wendell and the celebrated Knabe.

Or you can choose from Chickering, Schomacker, Emerson, Lindeman or celebrated Knabe grand piano.

Any of these magnificent instruments may be purchased on convenient terms, and if you select one tomorrow we will deliver it, within our regular delivery limits, in time for New Year's Day.

(Egyptian Hall, Second Floor)

SNAPPING BONBONS FOR THE NEW YEAR'S PARTY

All sorts here—80c, \$1, \$2, \$3 and \$4 a dozen.

Large Kewpie dolls for the center of the table, \$5 each. Red satin cases to hold salted nuts, 35c and 50c each.

Paper caps in many colors and different styles, 10c each. Uncle Sam Kewpie dolls, \$2 each.

Other Kewpies, \$1 each. Salted nuts, \$1.50 a pound. Mint wafers, 60c a pound. Caramels, 80c a pound.

Buttercup chips, curls and chips, 60c a pound. Assorted chocolates, \$1 a pound.

Princess chips, 60c a pound.

(Down Stairs Store, Chestnut)

25 French China Sets Not Up to Our Standard—And So Half Price—\$30

We should mark them at their standard value, which is exactly twice as much, were they free from some tiny, technical imperfections probably not apparent to most people.

The salesman will point this out to you. The fact is these sets just miss being in the class which we consider should sell on merit for twice the figure now marked on them.

There are three patterns to choose from—French border designs, with gold edges and coin-gold handles. The sets are from a French pottery of good repute, and each embraces 106 pieces.

It is an uncommonly good opportunity of its kind.

(Fourth Floor, Chestnut)

910 Pair of Blankets Reduced—Eight Distinct Groups

Just as the need for good blankets becomes really pressing, we can offer a remarkably large selection at unusual price-savings.

Eight different groups of blankets, all good, reliable kinds from our own stocks are now marked at reduced prices.

White Blankets—Double-Bed Size

At \$8 a pair—180 pair of white blankets, part wool, with borders. Savings of \$2 a pair.

At \$10 a pair—90 pair of white blankets, some cotton in them, with pink and blue borders. Saving of \$3.50 a pair.

At \$15 a pair—100 pair of white blankets, some cotton in them, with blue borders. Savings of \$3 a pair.

At \$16 a pair—40 pair of white, all-wool blankets, with pink and blue borders. Savings of \$4 a pair.

(Sixth Floor, Central)

At \$10 a pair—200 pair of gray wool and cotton blankets, with pink and blue borders. Savings of \$5 a pair. Single-bed sizes at savings in proportion.

Plaid Blankets Double-Bed Size

At \$7.50 a pair—50 pair of plaid blankets, part wool, in gray and tan. Savings of \$2.50 a pair.

At \$10 a pair—100 pair of plaid blankets, part wool, in gray, blue, pink and tan. Savings of \$3.50 a pair.

At \$20 a pair—150 pair of plaid blankets, all wool, in gray, blue and tan. Savings of \$10 a pair. Single-bed sizes at savings in proportion.